

Experiences: Workshop on the traceability of ecolabeled products

20th January, 2011
Copenhagen

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Agenda

- Workshop
- Method
- Experiences
- Discussion

Objective

1. Investigate if it is possible to traceback an ecolabeled product to its origin
2. Investigate if it is possible to obtain specific environmental information linked to the ecolabeled products



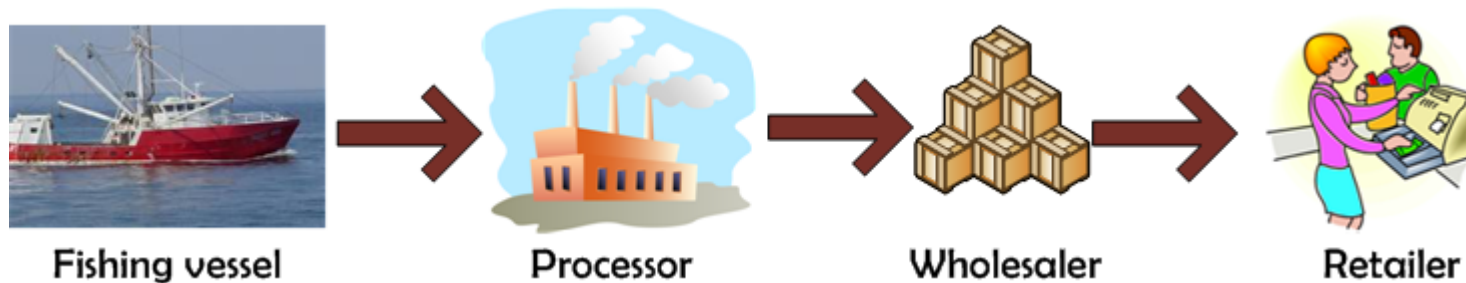
Workshop

- The groups got a selection of ecolabelled products: wild caught products with MSC label from Sweden, Norway and Denmark
- The groups used phone calls and different internet tools to investigate their products



Method

Information to be obtained: What, Where, When, Who



- Product origin
- Route from catch to retailer
- Information available at each link
- Key to the information at previous link
- Time spent for traceback test
- Is there a link between the ecolabel and traceability system?

Experiences from the workshop

- Product origin was not identified in most cases
- Traceability was lost in the product chains
- All the companies seems to depend on a single individual for traceability queries, thus this information system is vulnerable to disease, meetings, holidays, etc.
 - What would happen if there were a food safety situation
- Many customer service numbers are not available internationally
- Producers do not return information (phones or mails) as they promise
- Difficult to find contact information. The groups had to use various creative ways of getting in direct contact with the right persons
- Information on package is not supported by producer websites and phone interviews.

Discussion

- Is the product information not easily accessible or the producers are just not willing to share
- Mass-balance approach can be useful in verification of volume of certified product in market
- A lot of time and resources are needed to perform tracebacks
- How can environmental impact information be verified in absence of proper documentation of entities and their transformations in a standardized way
- What traceability verification methods are used by the companies in absence of the external auditors

Other comments

- It was difficult to find many ecolabeled products in the retail stores
- Ability to find information depended on personal expertise but it shouldn't be like that.

Questions?